

WORLD trade

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AUGUST 2004 WWW.WORLDTRADEMAG.COM

The World Trade Magazine
Fabulous

50
Plus One

**Leaders Who
are Transforming
the Integrated
Global Supply Chain**

**Kurt Cavano,
Chairman and CEO,
TradeCard**

**Technology:
Integrating Security
Compliance into Supply Chain
Management Software**

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By Mark Bernstein

As the world emerges from several years of doldrums, global trade continues to expand at ever increasing rates. By connecting the first stage of the supply chain anywhere in the world through to the final customer, integrated global logistics is changing the face of business everywhere.

The Fabulous Fifty Plus One are some of the exemplary people, institutions, places and things that are driving that change. From transportation to finance to ports to logistics to supply chain management to logistics academics, here's a sampling of leaders who are transforming world trade.

KURT CAVANO

**CHAIRMAN & CEO,
TRADECARD, INC.**

Technology is pointing the way toward extraordinary advancements in world trade, with the Internet making possible the management in real-time of extraordinarily complex global logistics networks. Huge breakthroughs are in the offing, particularly for processes which involve what software engineers call 'multiple nodes' or points of contact. Trade finance is an area where this transformation will be particularly impressive, as is evidenced by the progress already being made by both major trade banks and a relatively new player, TradeCard, launched in the spring of 2000.

Without drilling down too deeply into details, TradeCard offers its clients an Internet platform that automates the financial processes in the procurement-to-payment process. Through partnership relationships established with key global players in banking, credit card, insurance, inspection and logistics, its network provides such 'one-stop' services as purchase order delivery, credit protection, electronic invoice presentment, vendor financing, automated purchase discount programs, payment decisioning, settlement and dispute management. All of this is integrated within a cash management system.

This is a supply-chain centric business in which all participants—buyers, sellers, importers, exporters, financial and trade service providers—have access to the web-based system without need of specialized hardware investments or alterations in pre-existing IT environments.

TradeCard is the creation of Chairman/CEO Kurt Cavano. Among the first generation of MBAs specializing in information technology, the Pennsylvania native spent two decades at American Management Systems helping guide global banking clients out of a "technological backwater reliant on 400-year old paper processes" and into the era of electronic credit processing prior to launching TradeCard with an initial focus in soft goods and retail.

How's it doing? The privately held company lists among its customers such major players as Staples, JC Penney, Linens n' Things, Warnaco, Hurley International, Wolverine Worldwide and Phillips Van Heusen. Revenue and transaction volume processed through



TradeCard

the TradeCard platform increased some 200% last year and is increasing in 2004 at a monthly average of 10%. It currently employs 100 people from its New York headquarters and in offices located in Hong Kong, Taipei, Seoul, Tokyo, China and Brussels.

The outgoing, ebullient Cavano, 47, is something of a modern-day renaissance man. Widely traveled, a gourmet both in and out of the kitchen, he worked as a commercial lobsterman between college and graduate school and an investor in one of the only amethyst mines in the United States. Married to a journalist, he has two daughters (ages 12 and 8) and lives on the New Jersey shore.

And what does the future bode for TradeCard? Cavano doesn't suffer from an absence of ambition. "The ultimate vision is to make TradeCard a universal electronic platform on which millions of international business transactions would be conducted." In effect, the 'MasterCard' of business-to-business global trade.



TradeCard automates your financial supply chain from procurement through payment

TradeCard is revolutionizing global trade with a web-based platform that automates the financial processes in supply chains that have been plagued with decades-old paper-based solutions. With TradeCard, buyers and sellers can manage their transactions from order to settlement with complete visibility and event management, resulting in optimized cash flow and reduced reliance on credit lines. TradeCard's platform also includes automated services from more than 100 partners including supply chain financing, credit protection, money movement and inspection.

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